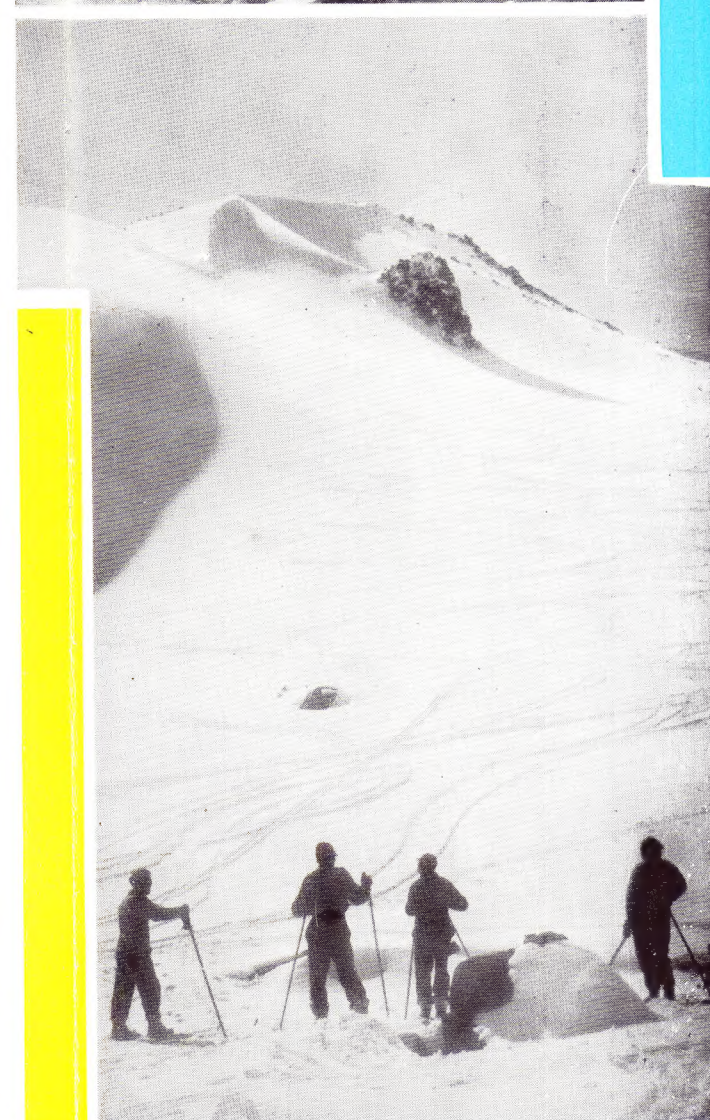
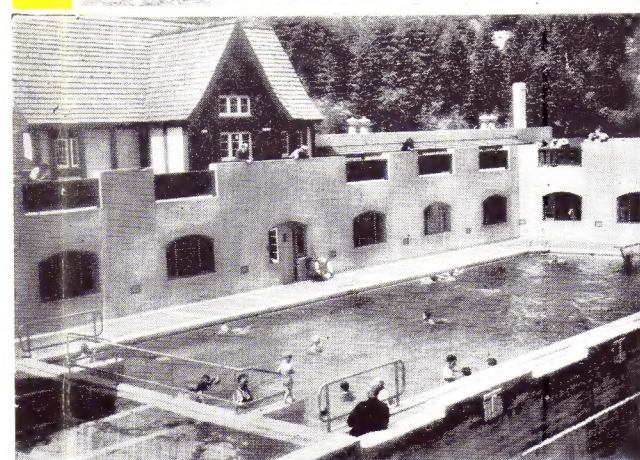


The GATEWAY City of the NORTH



The City of Edmonton

As a modern city, Edmonton is the growth of the twentieth century. On the site of the old Hudson's Bay fort, founded in 1808, now stands the Parliament House of Alberta, while on the opposite bank of the Saskatchewan River are situated the magnificent buildings of the University of Alberta. Around the old site, in the most modern fashion, paved streets, spacious parks, homes, stores and factories have been established. The old fur trading post has grown to be the second city of Central Canada, a metropolis of 95,000 people.

Edmonton, the capital of the Sunny "Foothills Province," as Alberta is popularly described by Canadians, holds the trump hand of opportunity among the cities of Western Canada on account of its strategic geographical location with respect to the great mineral Northland and the extensive and growing agricultural region that surrounds it far and wide.

Edmonton has one of the best airports and flying fields in Canada. The field has an area of over 500 acres and is provided with hard-surfaced landings and take-offs, lighting, repair shops, service stations, standard markers and other facilities for an air depot on the Trans-Canada Lines and serving one-quarter of the area of Canada—the New North. Besides, water landings are provided by the Saskatchewan, broad and deep, which flows through Edmonton, as well as Cooking Lake, to the east, within easy reach of the City.

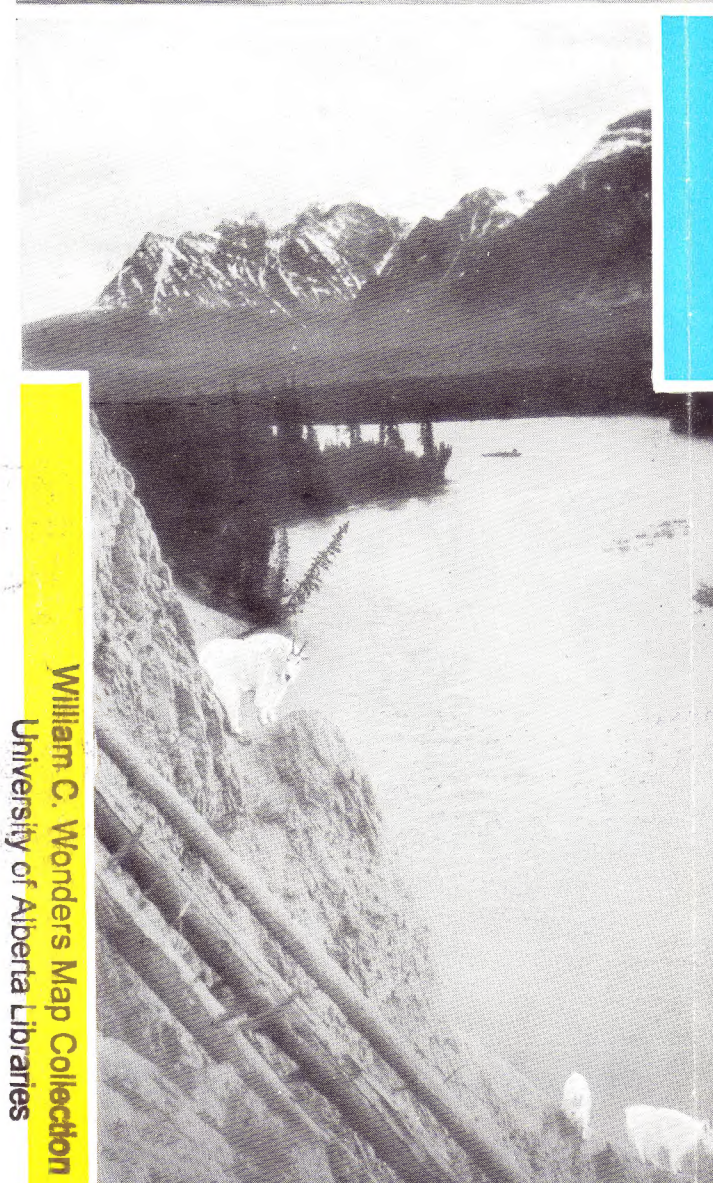
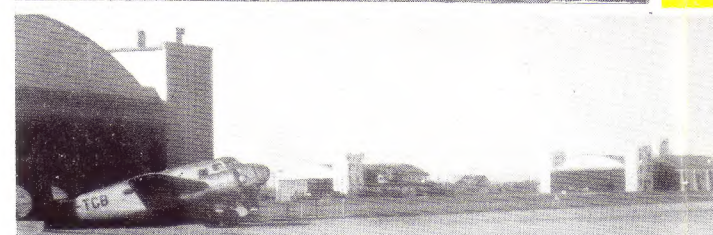
Antiquarian research has not yet revealed whether the early Hudson's Bay Company factors and servants played golf, but it can be said that it was one of the first outdoor pastimes adopted in Edmonton. At present there are five golf courses in the City—the first is the Municipal Course, open to all who desire to play. Private club courses are: Mayfair, Edmonton Golf and Country Club, Prince Rupert and Highlands.

The largest herd of buffalo in the world is within twenty-five miles of Edmonton, in Elk Island Park, on Highway 16, east of the City. Thirty-three years ago most of the herd were purchased by the Canadian Government from Mike Pablo, of Montana, and transferred to different national parks in Alberta. Now they are segregated in Elk Island Park, which should be really called Buffalo Park. To see the great herd trot or gallop past your motor is to feel the thrill of the buffalo hunter of the great days of the open plains.

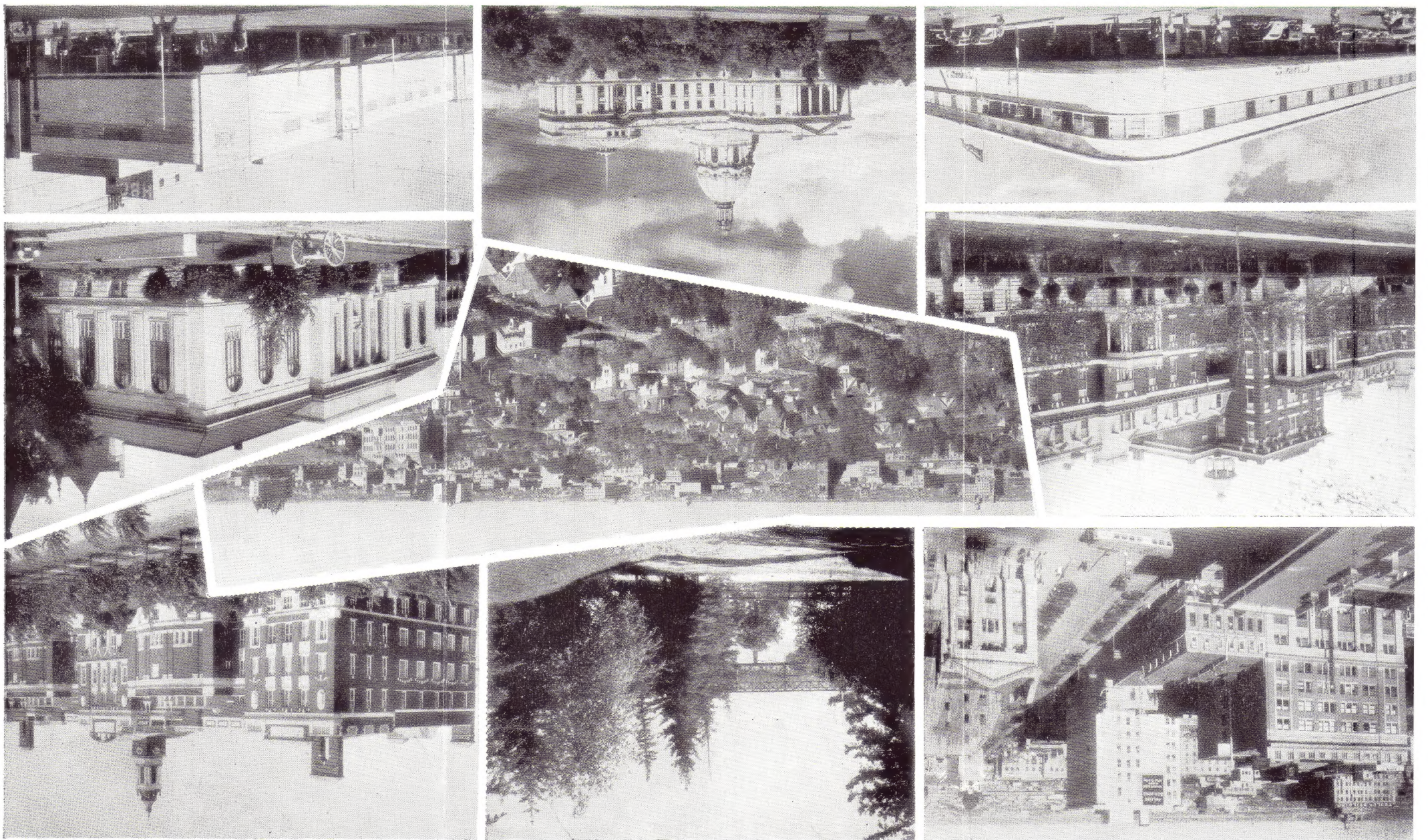
Jasper Park, 240 miles west of Edmonton, on Highway No. 16, is an ideal place for a holiday, whether the tourist is interested in early exploration, mountain climbing, or the sciences of geology, botany or zoology. Bear, wolverines, lynx, mountain goat, mountain sheep, moose, and deer, are maintained almost in their natural habitats. The names of mountains, rivers and other physical features are almost a complete catalogue of the early and later explorers of the region.

One of the attractive and beneficial services of Jasper Park are the Miette Hot Springs, famous over the continent. Gushing from the rocks at a temperature of 126 Fahrenheit the sulphurous waters are confined in a modern swimming pool, which is thronged by thousands every summer, rejoicing in its soothing and curative qualities.

For detailed information on Edmonton, Northern Alberta and Far North; on tourist, industrial and agricultural opportunities, the Alberta Motor Association and the Chamber of Commerce are always at your service.



Where Welcome Dwells With Opportunity



THE CITY MODERN and Beautiful

Edmonton Welcomes You

Edmonton is growing yearly in favor with the tourist world. It is a convenient place to stop for a day or so before the traveller sets out for the splendid mountain resorts of the Rocky Mountains, or on his way east over the wonderful Canadian prairies. Whether his destination is Jasper, Banff, or any of the numerous holiday spots in the "Canadian Alps," or a trip "down north" to the Land of the Midnight Sun, a short time can be profitably spent in this capital city.

During the summer, May to September, the country around Edmonton may well be described as a charmed land. Wide, sweeping ridges, succeeded by broad valleys, green or golden, according to the season, trim homesteads, shining lakes, numerous streams edged with willow, alder or spruce give the landscape a pleasing and hospitable appearance, especially after passing through long stretches of open, prairie land.

It is a land of sunshine by day and enchanting twilights in the evening. From May to September games of every kind—golf, baseball, football, tennis—are played after the dinner hour. At this season the motorist may travel in daylight from 3:00 a.m. to 10:00 p.m. Nights are cool and refreshing. As Northern Alberta becomes "discovered" for what it really is—natural beauty, variegated scenery and invigorating climate, it will be the mecca of thousands of summer tourists from the hot and enervating climates of regions farther south.

Edmonton has plenty of places of interest both within and without its borders. The social side of life—sport and recreation—is fostered by many organizations and clubs. The city has numerous hotels, apartment houses and private boarding houses that cater to every class of tourist, as well as a modern tourist auto camp.

No city in Canada is so advantageously situated as Edmonton in relation to the great national playgrounds set apart by the Government of Canada for the perpetual use of the people of Canada as well as for holiday-seekers from every part of the world.

For detailed information you will find the officials of the Edmonton Chamber of Commerce and Alberta Motor Association, McLeod Building, always at your service.

